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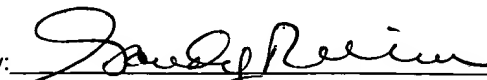
Attorney Docket No. 291508005US1US

AF

I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as Express Mail No. EV488418988US in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on:

Date: October 28, 2004

By:


Sandy Reisman

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: STEVE BECK *ET AL.*

APPLICATION No.: 09/721,441

FILED: NOVEMBER 22, 2000

FOR: **DYNAMICALLY TARGETING ONLINE
ADVERTISING MESSAGES TO USERS**

EXAMINER: JEFFREY D. CARLSON

ART UNIT: 3622

CONF. No: 2327

Response to Interview Summary

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The present communication responds to the Interview Summary mailed October 14, 2004, regarding a telephone interview conducted in the above-identified application on September 23, 2004. Applicants hereby confirm the account in that Interview Summary of the substance of the telephone interview.

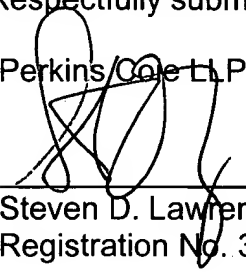
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If the Examiner has any questions or believes a telephone conference would expedite prosecution of this application, the Examiner is encouraged to call the undersigned at (206) 359-6373.

Respectfully submitted,

Perkins Coie LLP

Date: October 28, 2004



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